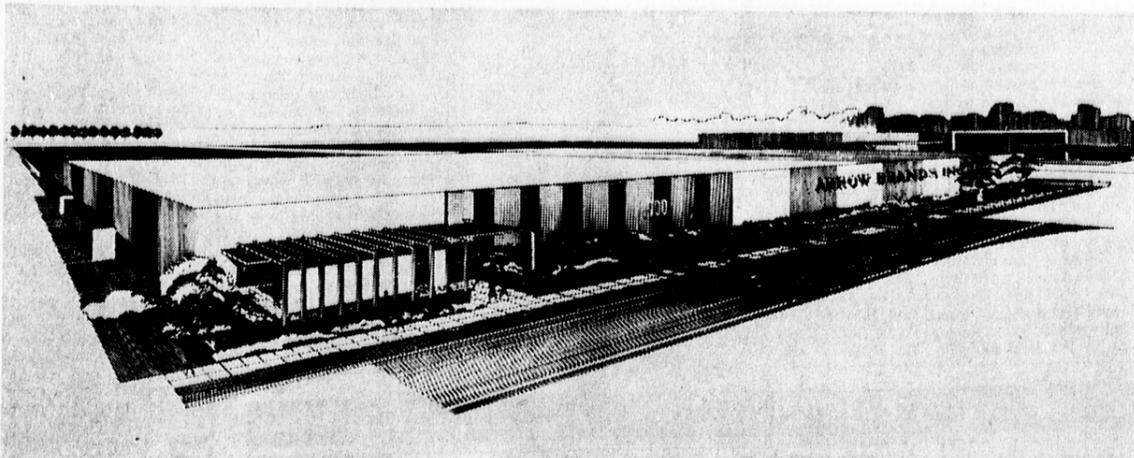


Modern Industrial Plant Rising

Firm to Open Here in April



READY BY APRIL . . . Unique new Southern California aluminum foil plant now under construction by Arrow Brands, Inc., wholly owned subsidiary of the Reynolds Metals Co., features lavish use of colored aluminum at its facilities here. The plant is on Crenshaw Blvd. at Jefferson, and will be ready by April, officials say.

Arrow Brands, Inc., manufacturers of aluminum foil and a wholly-owned subsidiary of the Reynolds Metals Co., is erecting a modern 45,000 square foot plant on a three-acre site at Jefferson and Crenshaw Blvds., to be completed by April, according to an announcement by Arrow Brands president, Harry W. Roth.

"It is the only plant of its kind of the West Coast," Roth stated, "and it will be a tremendous asset to Southern California."

The new building is the first of several units to be located on this site. It will reportedly house the expanding foil manufacturing operation of the company and is intended for new products under development not connected with the floral industry. All research and development, much of which is classified as top secret by Arrow Brands executives, will be carried on here.

Among the many unique features of the building is the lavish use of aluminum in color for the front elevation facing the front entrance canopy, all doors and sash, and the fences which will surround the property.

Pioneers in Florists Foil
For many years Arrow Brands have been style leaders in the field of aluminum foil for florists. In the early 1930's, Roth first introduced to the florist trade nationally the use of colored aluminum foil for pot wraps.

Through the years, Arrow Brands—through continuous research—pioneered the use of new colors and new designs. A line of 32 colors was developed which remained unmatched and unchallenged.

A One-Man Organization
For many years it was necessary for the president of Arrow Brands to fulfill many roles. Roth states, "Just as in the beginnings of many small American businesses, I had to wear many hats while Arrow Brands was growing."

When we put up our first plant in Long Beach—which is still functioning—I couldn't even wait to supervise final construction and equipment testing; I had to get right out into the field to sell so that the machinery would have something to keep it busy. My first order was for \$75,000 worth of aluminum florist foil and we have kept that pace and built from it ever since! Every year since then we have shown a greater volume."

Roth continued, "Of course, the high point of our success was marked when Arrow Brands was sold to the Reynolds Metals Company in the fall of 1956. Our major purpose in selling this business was so that we could expand into fields other than florists foil. I would not have sold my business to anyone but the Reynolds Metals Co. even though I was approached by others."

"In my opinion, they are the most progressive of the companies in the industry. Reynolds leadership in the field . . . their willingness for research, experimentation and creativity indicated to me that Arrow Brands, too, would have



HARRY W. ROTH
... Arrow President

the opportunity to expand into new fields and create new uses for aluminum foil as well as other aluminum products."

Speed Equipment Added
New modern high speed equipment for specific types of foil conversion is being installed. Electrified bridge cranes, capable of picking up ten ton loads at any point along the way, will run the length of the building.

Location is adjacent to A.T.&S.F. railroad to facilitate transportation to all points in the U.S. Distribution from this plant will be on a national and international scale. The firm's general and sales offices will remain at 101 S. Robertson Blvd., Los Angeles. At the present time, Arrow Brands also has a plant operation in Long Beach.

Contractor Named
Construction of the new building is by the Ted R. Cooper Co., Southland engineers and general contractors.

Floors are reinforced concrete, treated and hardened, placed on compacted earth fill at railroad car height. Beam and caisson foundation system is used, with foundations approximately 10 feet below the surface. The roof is of steel beam, wood purlin, and plywood decking construction.

Interior facilities include an elaborate electrical lighting and power system, underground lacquer storage tanks, cooling systems for manufacturing equipment, acoustical treatment of offices, forced air heating and ventilating systems.

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HOLDERS of Two Jobs May Get Refunds

Employees who contributed more than \$30 for disability insurance during 1957 now may apply to the state for refund of the excess, according to Mrs. Winona Ellis, manager of the Torrance local office of the California Department of Employment.

Disability insurance is financed by a deduction from "covered" employees' wages of one per cent up to the statutory limit, which last year was \$3000. This is paid in by the employer either to the State Disability Fund, or to a private insurance company if a firm's employees are covered under a voluntary plan.

When an individual during the year works for two or more employers, each of whom deducts the one per cent, his contributions may total more than \$30 and he is entitled to reimbursement—but only if he applies for it. Deadline for applying is June 30.

The Department of Employment handles refund of excess contributions, whether paid to the state or private carrier.

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